Working with Stakeholders

LSC TIG Conference
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Refresher and Context

What are stakeholders?

An individual or group that has a vested interest in your project or its outcome.

Statewide Web Site Stakeholders

LSC Liaison:

Grantee Executive Director:

Project Manager:

Other Support Staff:

Web Content Coordinator:

LSC programs:

Pro bono programs:

Major bar associations:

Courts:

Non-LSC programs:

IOLTA programs:
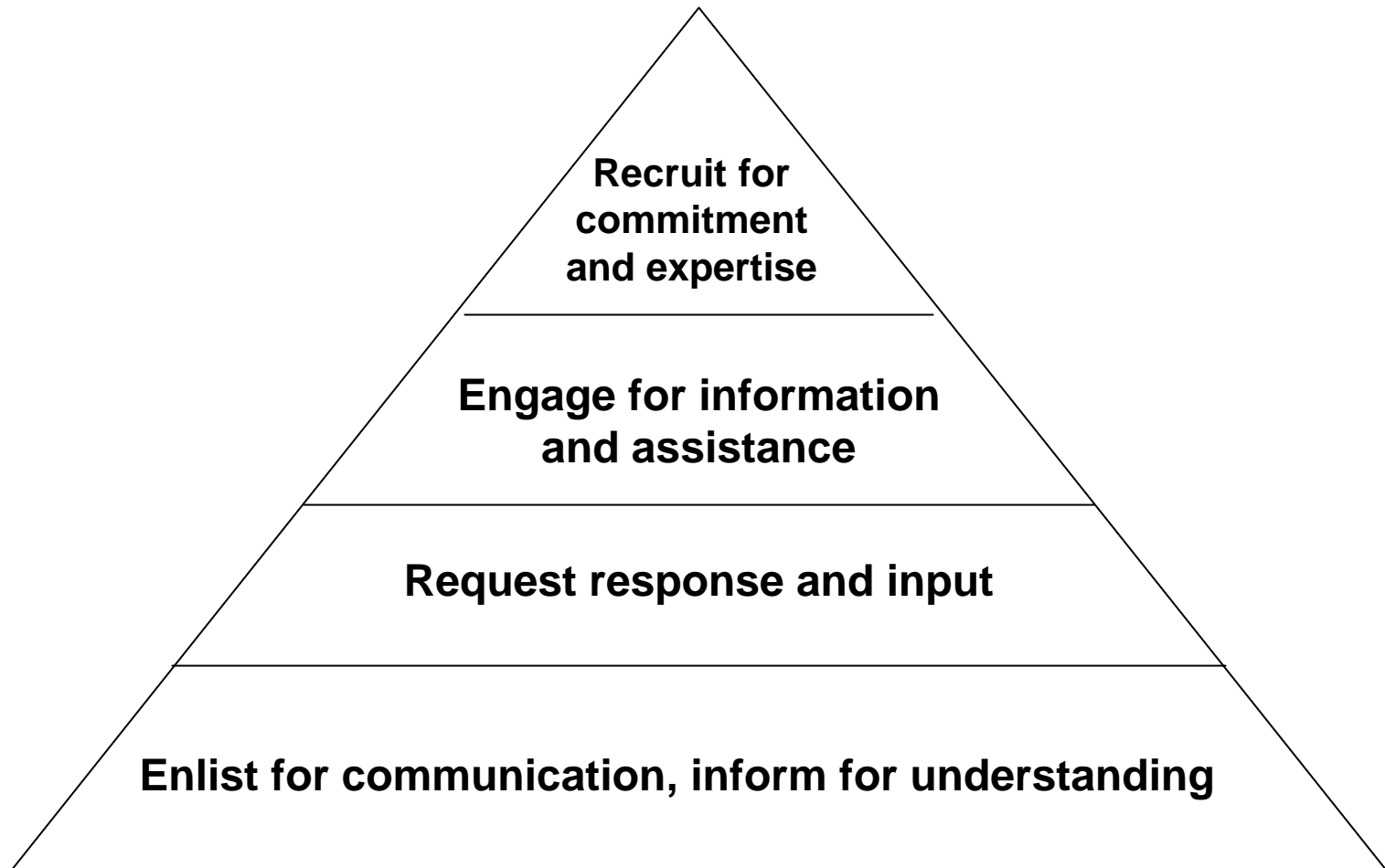
Law schools:

Access to Justice networks:

Others (orgs with legal interests, social services, etc.):

Why engage them?

- Establish broad buy-in
- Integrate website into service delivery of other organizations
- Source of ideas, expertise and feedback
- Source of information (content, referral info, etc.)
- Assistance with content development and maintenance
- Entrée to new networks of stakeholders, partners or funders
- Source of early signals if there is enthusiasm or concern
- Serve as emissaries for the project within their own organizations

Forms of engagement

Recruit for commitment and expertise

Engage for information and assistance

Request response and input

Enlist for communication, inform for understanding

From Engagement to Partnership

- Defining mutually beneficial, concrete outcomes
- Provide positive organizational return to all partners
- Meaningful sense of ownership and inclusiveness
- Transparency
- Continuity

Stakeholder Lifecycle

Identify

Sustain

Recruit

Improve

Engage

Manage